

JWMcAvoy & COMPANY LTD

PARTNERS IN LEAD GENERATION

JWMcAvoy & Company helps improve the efficiency and effectiveness of your company's lead-generation process. We help you get in front of key decision-makers faster and build the skills of your team to master the art of prospecting.

RETAINER SERVICES

JWMcAvoy & Company assists management in defining and redefining their company's sales targets by drawing on more than three decades of experience. With the aim of driving new qualified leads and increasing sales, we will research and build or update a database of key prospects with related contact information. JWMcAvoy & Company will make initial and follow-up calls to prospects, navigating the administrative labyrinth and identifying principal decision-makers. Our objective is to expand "warm" account relationships and target "cold" potential clients by approaching other buying centers and mapping out a sensible and strategic plan of attack.

TRAINING

JWMcAvoy & Company provides a number of highly interactive learning experiences that are based on the lead-generation process (L.E.A.D.S.™) outlined below. They range from half- or full-day onsite sessions as part of a company's annual meeting, sales sprint, or other significant event to live or virtual modules of any length for sales executives. Virtual sessions meet the needs of sales forces that are geographically diverse.

Ensuring that learning can be applied directly back to the job, the sessions will emphasize the practice

and application of concepts with respect to actual account situations. Real calls will be made to real prospects to help grow a client's pipeline and revenue!

COACHING

Ongoing coaching—with a proven method that supports the free exchange of ideas—helps reinforce the transformation and builds a foundation for success. The reliable system is based on the following five-step lead-generation process.

Lay out your plan
Evaluate your prospects
Approach gatekeeper and executive
Dialogue with your contact
Successfully collaborate

TESTIMONIAL

"One of the great accomplishments for our company was being named to the 2025 Inc. 5000 fastest growing private companies in America—we never would have been able to accomplish that without Jim's assistance!"

Kevin Finn, President & CEO
Mutual Capital Analytics



Jim McAvoy, founder and president, has almost forty years of experience maximizing sales results for clients in a wide range of industries, from boutique firms to Fortune 500 companies—helping his clients secure more than \$100 million of incremental revenue to date. McAvoy holds a BA in Economics and History from the College of William & Mary and has the Certified Employee Benefits Specialist (CEBS) designation. He has guest-lectured at the University of Chicago Booth School of Business for both the ETA Fellows Program (in March 2026) and the Entrepreneurial Selling course (for almost two consecutive decades) and at the Northwestern University Kellogg School of Management for the Entrepreneurial Selling course (for almost a decade). McAvoy is the author of *#LEADS to SALES tweet Book01: Creating Qualified Business Leads in the 21st Century*.